

Utah's Own Newsletter

Volume 1 December 2004

Welcome to the inaugural Utah's Own newsletter!

Upcoming issues

Economics of buying local

Slotting fees

The high cost of low prices

Your food security

Is water really water?

Upcoming Events

December 31

First Night booth in the Union Pacific Building at Gateway. Come see us and warm up with Stephen's Gourmet Cocoa and sample delicious Utah's Own food products.

If you recall, we met at a county or state fair, outside a store or perhaps a good friend introduced us some-



Let's Get Cookin! at Southtowne

where along the way. Where we met isn't that important. When we met, we talked about Utah food products and the significance and importance that "buying local" can have on our

friends, neighbors, the companies we work for and for our state's economy. That's quite a mouthful. Pardon the pun but, you see, it's quite true. We must have done something right because we made a commitment with you that day. You promised to look for Utah food items in the store, to buy them whenever you could and to do your best to support Utah's Own.

We promised to make it simple. Now it's time to see just how we can work together to keep those promises.

The Utah's Own program was created by the Utah Food Council, a volunteer group of dedicated industry leaders whose goal is to create a greater awareness among the consumer for

the food producers...the farmers, ranchers and food manufacturers who produce food for us in Utah. We think it's important that you know who they are and that you buy their products whenever you can.

In the months that follow you'll begin to see our logo more and more often. You'll see it on food labels; you'll see it on the shelves at your local store. You'll see it on displays of Utah food items as you enter your stores. In time you'll begin to realize just how many Utah companies pride themselves on providing nourishing food for you, your friends, and your family.

Future newsletters will bring you consumer related news, identify Utah's Own qualified food products and offer you discount food coupons for your next trip to the market. We'll keep our promise. We're betting you will too.

Who Are They?

To be called a Utah's Own product, companies must demonstrate that the product carrying that label derives at least 51% of its value in Utah and that it is a quality product meeting or exceeding industry standards. In other words, the product represents a conscious invest-



Family to Family at Gateway



Ag Day at Utah State University



Check out our offer at the end of the newsletter.

ment by the company in your friends, family and neighbors. When you see the Utah's Own logo, you have our assurance that the product represents the very best that Utah has to offer.

Who Are You?



You're the consumer. We know that and so do you. Do you realize just how powerful you are? We do. So do the stores you patronize.

Imagine if each of us on each shopping trip selected a locally produced product in place of a nationally produced and marketed product. It would be a dollar you'd be spending anyway...you'd just spend it on a quality Utah food product instead. The result will be staggering. By simply choosing

one product for another your dollar will be reinvested over and over in our Utah economy generating tax revenues that could have far-reaching financial and social consequences. This phenomena is accomplished because of the multiplier effect which we will discuss in a future newsletter.

Who are we?

We are the Utah Department of Agriculture and Food and the Utah Food Council. We know how important it is that we work together and just how much of an impact we can make together. To find out more about us, visit our website at <http://www.utahsown.utah.gov>.



Thanksgiving Point

Have an idea on how to make our newsletter better? Let us know at: utahsown@utah.gov



Utah's Own Shopping Bag Offer

Email us the name and email address of three others who are not members of Utah's Own and who are interested in helping build the Utah economy through the Utah's Own program. We will give the first 500 respondents a Utah's Own mesh net with a blue border and a pocket for coupons...very handy for a variety of activities.

Make sure you include your account number in your email. You will find it in the address line of the email in which you received this newsletter. If you are not currently a member of Utah's Own, we will register you, the three others whose names you provide and give you a bag. Each of the new members of Utah's Own can earn a bag as well by providing us with three new names and their email addresses.

We look forward to our association.